



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**

Ben Brancel, Secretary

DATE: October 28, 2013

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary *Ben Brancel*  
Dan Smith, Administrator, Division of Agriculture Development *Dan Smith*

SUBJECT: Introduction of the 66<sup>th</sup> Alice in Dairyland, Kristin Olson

TO BE PRESENTED BY: Kristin Olson, 66<sup>th</sup> Alice in Dairyland

RECOMMENDATION / REQUESTED ACTION: Information only

**SUMMARY / BACKGROUND:**

**66<sup>th</sup> Alice in Dairyland** – Kristin is serving as the 66<sup>th</sup> Alice in Dairyland. As Wisconsin's agriculture ambassador, she is striving to educate audiences across Wisconsin about the \$59 billion economic impact and importance of our state's diverse agriculture industry in our daily lives. Kristin grew up in Fond du Lac showing her family's dairy cattle from their show herd, Crestbrooke Holsteins and Jerseys.

She graduated from the University of Wisconsin-Madison in 2010 with a life sciences communications degree. During college, Kristin held leadership roles in the Association of Women in Agriculture, Badger Dairy Club and the National Agri-Marketing Association.

Prior to being selected as the 66<sup>th</sup> Alice in Dairyland, Kristin worked as the dairy advertising coordinator at Accelerated Genetics. She is an active member of the agriculture community, serving on several committees within organizations including the Association of Women in Agriculture's alumni board, the Wisconsin Holstein Association and the Dodge County Holstein Association.

**Program Direction and Partnerships** – Alice is Wisconsin's Agricultural Ambassador and her mission is to support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin. Throughout the year Alice participates in industry trainings and plans three campaigns to share that knowledge with consumers through the media.

To encourage the use of ethanol, Alice will drive an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the Wisconsin Corn Promotion Board. The Wisconsin Milk Marketing Board (WMMB) is another major partner. Alice will work with WMMB in promoting Wisconsin as America's Dairyland through numerous events including K-12 school presentations. The program is also continuing partnerships with the Kettle Moraine Mink Breeders and Wisconsin Jewelers Association. The Wisconsin Potato and Vegetable Growers are again renewing their contract with the Alice program for a February media campaign. Additionally, campaigns are possible this year with the Wisconsin Soybean Marketing Board and the Wisconsin Beef Council.

**Key Messages** – Throughout the year, Alice focuses on two key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

*Agriculture generates \$59 billion for Wisconsin*

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An equal opportunity employer

- Agriculture is a diverse industry vital to Wisconsin's economic development, generating a \$59.16 billion annual impact.
- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, communities and economies.

### **Key Accomplishments**

During her first three months as Alice, Kristin has completed:

- Internet Postings: 67% (301 of 450 target)
- TV Interviews: 16% (12 of 75)
- Radio Interviews: 23% (34 of 150)
- Print Articles: 23% (17 of 75)

**Selection of the 67<sup>th</sup> Alice in Dairyland** – The 67<sup>th</sup> Alice in Dairyland Finals will be held in Clark County, May 15-17, 2014.